

DESIGN IN FOCUS

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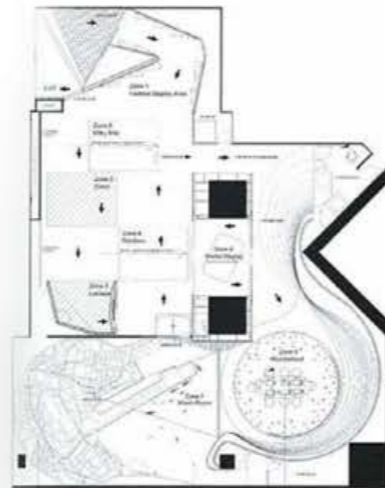
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MIKIKI, HONG KONG
Andy Tong Creations



Part of the retail experience projected to land at Hong Kong's old airport space, Mikiki is an effort to educate prospective tenants and attract young shoppers with a taste of things to come at Kai Tak Metropolis.

The show suite is split into four independent areas: Fashion Display, Mobile Shop Area, Wonderland and Mushroom. Andy Tong kept things light, playful and flexible at Fashion Display, using the simple design of a paper aeroplane as a platform to display products.

The Mobile Shop Area is further split into 'moving' themed stores, to display everything from perfume to pet gear. Deep colours, stained mirrors and grand lighting evoke the sensuality behind perfume, while the walls come to life with all the products in full glow at Lumiere. A similar concept is adopted at Milky Milk where bars of chocolate surround visitors to sweeten the offerings on display.

A Rococo-style mural dominates the entrance to Wonderland, a resting spot with a table and delicate tableware that mixes up the interactive experience. Things ultimately turn futuristic at Mushroom, where visitors are invited to take a look at the development plans of Kai Tak Metropolis. Scenes of the site are recreated along with a large scale-model of Mikiki introducing a shopping concept with a new look and approach for the future.

